

Residential Resource

The Newsletter of the National Association of Residential Property Managers

December 2000

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Get Connected and Share the Vision... *New Web site launches NARPM into the future*

By NARPM Web Site Team

We had a very exciting preview of the new NARPM Web site at the National Convention in New Orleans. Since then, we have been listening to the input of the membership, assembling information from the committees, and finalizing details on the Web site.

We are pleased to announce that the site is now live! We want to describe some of the features and benefits of the new Web site. Toward the end of this article, we'll give you instructions for obtaining your personal logon to access the members only portion of the site.

The new Web site offers:

- A simple path for a prospective member to learn about NARPM, determine its benefits, and join online.
- A searchable database of forms, documents, memos, and statements. Locate forms and letters by keyword search and download Word, PDF, and other file types.
- A library of past *Residential Resource* newsletters. If you're looking for all past articles about pest control, simply search on that, and you'll be presented with a list of all *Residential Resources* with articles about pest control.
- A private, password protected, members only area. You'll see current news, events, new forms and documents, and the like.
- NARPM store. Purchase NARPM publications, promotional items, and membership items online with a secure shopping cart.
- A dynamic members and affiliate members database. We are now synchronizing with headquarters to make sure that our member lists are always accurate and up to date. They are easily searchable

on multiple criteria, including name, company, region, chapter, and designations.

- An integration system that allows individual and chapter web sites to tie into the national Web site. When information is updated on the national site, it is automatically changed in the individual or chapter Web site.
- Member discussion boards. Post and read messages discussing legislation, issues, property manager humor, and much more.
- Certifications area. Determine the requirements of a designation, locate and sign up for classes, locate your mentor, and more. Guides and samples will help you through the entire certification process.
- Events calendar. Determine events on an easy to read calendar. Find out details about the events, and even register online for certain events.
- Online registration. Join NARPM, renew your membership, register for convention, and register for other events online.
- Survey poll. Make your opinion known on this interesting poll, which changes periodically.

Now that you're aware of all the exciting features that await you, you probably want to go to the web site and try it out for yourself. Most of the Web site is password protected and only accessible by members. To start, you'll need to log on to www.NARPM.org, then follow these steps:

- Click the "Members Only" button in the upper right corner. This is normally where you would log on. However, you have not yet chosen a logon name and password.

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President 2000

I hope everyone had a very fulfilling Thanksgiving spending quality time with their friends and family. Now we approach the core of the holiday season and the last month of the year. During this time, try to plan ahead, allow enough time to let someone else go ahead of you that seems to be stressed or in a hurry. Take the time to *give* and expect nothing in return.

When going out to your favorite restaurant, change your mind and go someplace you have never been.

Most of all, you all work *hard*; take the time to enjoy it.

Your national board of directors, national committee chairs, vice chairs, mentors and local leaders are working hard at making NARPM the best association of property managers anywhere. This next year will be the *Year of NARPM Growth*. Already, we have new chapters, new members and many new volunteers.

As the New Year approaches, I will be enjoying my travels as your National President, coming to see many NARPM members in their local area. I look forward to *Sharing the Vision*, different ideas, and other experiences. Your National Board will meet in early December in beautiful Austin, Texas, home of ASMI, our headquarters and 1999 co-chapter of the year. We will celebrate the holiday season with the local chapter members, enjoy some sights, visit the office of long time NARPM members, Rick and Karen Ebert; then on to the business at hand. We will continue our leadership training, look at the NARPM strategic plan, finalize and vote on the 2001 NARPM budget then come together for our second national Board meeting since convention.

I look forward to seeing many of you February 16-17 in Denver, Colorado, as they host NARPM's Midyear Conference. Until then...

I wish you all a very happy and healthy holiday season.



Melissa Prandi, MPM



NARPM President
Melissa Prandi

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*NARPM Board of Directors extends their sincere best wishes
for a safe, healthy, and happy holiday season.*



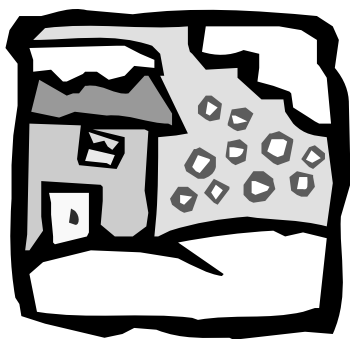
Seated l to r: Mike Mengden, MPM (President-elect), Melissa Prandi, MPM (President), Chris Hermanski, MPM, (Vice-president), Peter Meer, MPM (Treasurer), Andrea Caldwell, MPM (Secretary). Standing l to r: Karen Hull, PPM, Marcy Walsh, PPM, Marc Banner, PPM, Liz Mowry, PPM, Raymond Scarabosio, MPM (Past President), Wallace Gibson, MPM, Tom Stokes, MPM, Rose Thomas, MPM, Sylvia Hill, MPM.

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Getting Ready for Winter

By Rocky Maxwell, MPM



It's that time of year to prepare for the winter guests. I'm referring to rain, snow, ice, cold & winds that visit us each year at this time.

"Rain & Snow" Weather

It's time to be proactive in your preparation for the coming rainy and snow

season to minimize water damage and potential flooding at your property. Here are some proactive tips:

- Check roofs for missing or damaged roofing materials and repair.
- Clean and repair your rain gutters and drain spouts to make sure they are clean and free of debris. Clogged drains can cause roof and interior damage.
- Flush all drains until they run clean.
- Consider installing gutter covers when you get excessive amounts of debris in gutters.
- Trim back shrubs and trees that overhang the rain gutters and roof areas.
- Check all T.V. antennas, wires and connections for damage and repair as necessary.
- Extend your downspouts away from home to prevent damage from standing water and ice to your foundation areas.

"Cold & Windy" Weather

The cold season can bring water damage from freezing in your exposed piping including sprinkler systems, outside hose bibs and pool & fountain equipment. Here are some preventive tips:

- If you plan on being away from your home for a few days or longer during the holidays and cold weather is in the forecast, consider turning off your water at the main turn off valve for your home.
- If you live in an area that will freeze, you should drain your sprinkler system lines.
- Secure your pool & foundation equipment and drain system for the winter if you live in a freeze area. Check with your pool maintenance company for assistance in winterizing.
- Wrap all exposed piping with insulation material, which you can obtain, from your local building maintenance store. The foam insulation sleeve is a quick and convenient material, which comes in different diameter, and the sleeve is split to easily slip over pipes.
- Check the walkway area's for low spots where flooding and ice can form and consider correcting these low spots.

- Keep your heater thermostat set at 55 degrees as a minimum even if you will be away from your home. This will keep plumbing warm to keep pipes from freezing.
- Secure all loose siding, shutters, pool furniture and roofing to prevent damage in windy weather.
- Large trees that cover driveways, walks or living areas should be checked by professional tree companies for recommendations and trimming and cabling if necessary.

"Emergency Preparation"

All homes should have emergency supplies assembled before they are necessary. Some helpful items to store are:

1. Flashlights, candles, matches and a small generator.
2. Blankets, cold weather clothing.
3. Camping stove for power outages. Make sure to use this outdoors only. Have adequate propane supply.
4. Plastic sheeting to cover damaged areas.
5. Tool kit including small chain saw for downed limbs. Be careful will all power tools or get help, if you can't use them safely.
6. Charged cell phone for emergencies, have back-up batteries ready.
7. Snow/ice removal equipment & supplies
8. Have all your autos fueled up at all times during winter months.
9. Emergency supply of foods.
10. Bottled water.
11. Expanded first aid kit.
12. Radio w/extra batteries.

This list is good to maintain at all times for not only winter needs but for all other natural disasters such as earthquakes, tornadoes and flooding.

"Be Prepared Be Proactive Be Save"

Rocky Maxwell, CPM, MPM, GRI, CRMC, has served on the Board of Directors of NARPM from 1989 – 1994 as a founding charter member and he served as treasurer, president-elect, and was the national president of NARPM for the 1992-1993 term. He served as the convention chair 1992-1997. He also teaches designation courses and workshops.

Deadlines for Residential Resource

February	December 15, 2000
March.....	January 15, 2001
April.....	February 15, 2001
May	March 15, 2001
June	April 15, 2001

If you are interested in writing an article, please e-mail an attachment of your article in Word format to tharris@assnmgt.com or send a Word file on 3 1/2" diskette to P.O. Box 140647, Austin, TX 78714-0647. All articles are subject to editing & approval of subject matter.



You Make the Ethics Call

By Rick Ebert, MPM

Investor A, a first time landlord, accepted an out of state job and needed to rent her home.

The investor entered into a property management and leasing agreement with Property Manager B to lease her home. Investor A stated that Property Manager B informed her that the rental rate should be set at \$1,000 per month. The agreement did allow for the property manager to alter the rental rent as the market rate may change, and in discussions, Investor A stated that she would take less rent if the home could be rented quickly. The home eventually leased for \$850 per month after being on the market for 3 weeks.

Three months later, Investor A was visiting with her former neighbors. At that time a former neighbor stated to Investor A that Property Manager B had introduced himself to most of the neighbors and stated to them that the owner had listed the home for \$1,000 per month, but was willing to take less if the home could be leased quickly.

Investor A files an ethics complaint against Property Manager B complaining that Property Manager B did not faithfully represent Investor A's best interests because the home did not bring the agreed to rental amount. Property Manager B states that the owner told him that he would take a lower price and felt that those comments gave him some latitude in quoting rent prices.

Ask Yourself:

What do you think the neighbors think about the property manager's comments? How do these kinds of comments and actions reflect upon our industry. What would you do differently, if anything? Would the property manager's actions and comments be an ethics violation?

You Made the Call

It was determined that property manager's disclosure of the owner's comments to accept lower rent was not in client's best interest. If the property management agreement had had a minimum asking price stated, then latitude in quoting a price may have been established. When acting as a fiduciary, if a property manager fails to act in the best interests of the principal, the property manager is in violation of Article 3.

Rick Ebert, MPM, is vice president of Austin Landmark Property Svs., Inc., in Austin, TX, CRMC, and is chairman of the Grievance Committee.

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Melissa Prandi, MPM, National President



1. How did you get started in the property management profession?

I went to work for two partners as a receptionist in 1982. I was 19 and barely knew how to use a calculator. After about a year I became the assistant property manager, went to real estate school, and earned my license. I was the property manager and worked for the previous owner for five-and-a-half years. While I was expecting my son, Matt, I bought the

company. I was out on maternity leave on a Wednesday, had a new baby on Friday, and the following Monday morning I opened escrow to purchase the company. I purchased the company in 1987, 13 years ago.

2. In what extracurricular activities are you involved?

When I am not managing property I prefer to be under the ocean about 100 feet in warm tropical water. I am an avid scuba diver.

3. What did you want to do when you grew up?

I wanted to be in advertising. I envisioned working on advertising and photography in my own office in a San Francisco high-rise.

4. What is your perceived greatest strength?

One of my strengths would be my love for people. I can talk to them. I love to hear their stories and to share mine. I truly know how to live life, and I am also a detail-oriented person without being controlling.

5. What was your biggest mistake, and what did you learn from it?

My biggest mistake was becoming personally involved with the vice president of my company. Another big mistake was not making sure that my property management software back ups were working properly. When the back up failed it caused major problems.

6. What is the size of your company and what services does it provide?

We manage about 400 units and handle a large amount what we refer to as "one time rentals." Our average rental is over \$2000 per month. We are in a very high-end, elite market, and we are about to open our own maintenance company.

7. How has NARPM impacted your business?

There are no real words to describe what NARPM has done for me and for my business. We are now so much more professional. The new forms and marketing ideas are incredible. I have also made so many close friendships along the way.

8. What future goals do you want to attain in the industry?

My future goal is to live life and remember the sky is always the limit. I am always looking for my next challenge. I will continue to grow each day and enjoy the ride along the way.

Melissa Prandi started in real estate as a secretary for Merrill Lynch prior to working as a receptionist for G&R Systems Property Management almost 19 years ago. She worked her way into property management and then began her own business, operating now for 13 years in Marin County, CA. She has served over six years on the NARPM national board; 12 years on her local Chamber board of directors; was the 1994 local business citizen of the year; and was the first female president of her local Chamber of Commerce. She currently serves on the Marin Board of Realtors Property Management Committee, which she chaired for two years, and was recently installed as the NARPM national president after previously serving as the NARPM convention chair.

Michael Mengden, MPM, National Secretary



1. How did you get started in the property management profession?

I ran a real estate publications company for 7 years, then got involved with a huge management company in 1988. The portfolio was mostly composed of 3000 foreclosed homes that had disputed title. As title was cleared, I was in charge of packaging and selling the homes in groups to investors. As the inventory got smaller, I migrated over to the management side. I opened up my

own office in 1990; partnered with the man who controlled most of the investors I had sold properties to.

2. What extra-curricular activities are you involved with?

Golf, tennis, coaching soccer, reading, computer strategy games, and model making.

3. What did you want to do when you grew up?

I always wanted to go to the Naval Academy in Annapolis and then fly jets for the Navy. I went to a private military high school specifically so that I would have a better chance to get into the Naval Academy. I realized that dream, and then while at the Academy, my eyes got bad and I couldn't fly. So I went into real estate, and never looked back.

4. What is your perceived greatest strength?

People skills. I love talking to people and am very perceptive. I'm a good negotiator and probably would have made a good psychologist.

5. What was your biggest mistake and what did you learn from it?

Not delegating after my company started to grow. I even went so far as to lose a couple of good employees because I did not let

them do their job. I turned into a workaholic and really stymied the creativity in the office. I now try to give my employees the necessary tools to do their own job, and then just am there when they need help.

6. What is the size of your company and what services does it provide?

We have about 700 units divided evenly between the two offices in Houston and San Antonio. Most of the Houston portfolio is single-family homes, while most of San Antonio is duplexes. We do no commercial or HOA management. We consider ourselves a full service residential management company, including both leasing and sales, however, we do not have an in-house maintenance department. We use outside subcontractors for maintenance. In our sales department, we list and sell only those homes we manage, however we broker and have brokered the acquisition of many of our investors' properties.

7. What impact has NARPM had on your business?

For many years, I thought I had built a pretty good company, but I was not sure. After becoming involved in NARPM, I got the validation that I was doing it right, and that there were other people out there that also did it right. With the education and the networking that NARPM provides, we can update and develop new procedures without the costs in time and money of trying it five different ways before finding the one that works for us. Every NARPM event I have ever attended more than paid for the costs involved by the savings or changes in procedures that I have been able to implement upon my return. By far the most return on my investment in any endeavor I have ever done.

8. What future goals do you want to attain in the industry?

Recognition. I want to make a difference, not only for me, but also for professional property management in general. Our industry is an extremely important arm of the total real estate industry, yet most of the public and most of our own industry do not acknowledge that. My goal in this industry is to change that.

Michael Mengden, MPM, GRI, is the President and Broker for Terra Residential Services Inc. in Houston and in San Antonio and has been a licensed Real Estate Broker in Texas since 1980. He began in the real estate publications business at that time, became a Realtor, in 1988 and began managing single-family homes in 1989. He holds the Master Property Manager (MPM) and the Professional Property Manager (PPM) Designations through the National Association of Residential Property Managers (NARPM), as well as the Graduate, Realtor, Institute (GRI) Designation through the Texas Association of Realtors, (TAR) and the National Association of Realtors, (NAR). Mike has been a member of the National Board of Directors for NARPM since September of 1997, where he is currently President-Elect. He has served as National Secretary, Chairman of the National Membership Committee, Chairman of the National Certification Committee, Co-Chairman of the National Membership Committee, and as a member of the National Legislative, Education, and Convention Committees. He has been President of the Greater Houston Chapter of NARPM, and was a member of the NARPM Texas State Committee. He has been a member of the TAR Grievance and Professional Standards Committee since 1998, and was a member of the Governmental Affairs Committee at the Houston Association of Realtors, (HAR). His companies currently manage over 700 units divided between Houston and San Antonio. Mike and his wife of 21 years, Bridget, live in west Houston and have two children, Collette (14) and Phillip (11).

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NARPM Road Show — “Chapter Two”

The leadership in the Membership Committee consisting of Erika Green, MPM, Chapter Support Chair, Marcy Walsh, PPM, New Member Chair and Andrea Caldwell, MPM, Primary Chair has been working hard in implementing the planned events to expand the membership of NARPM into areas of the U.S. currently unaware of our presence.

October was “Florida month” with a second and organizational meeting for NARPM’s newest chapter, the Treasure Coast of Florida. There was also a chapter revitalization meeting in the Ft. Lauderdale/Miami area and a new chapter meeting in Key West. The results of these events were more NARPM members in Florida and a brand new chapter in Key West! Welcome aboard, Floridians!

November was “Hawaii month” with our National President Melissa Prandi, MPM, meeting with the Big Island chapter and working on generating additional members from the Hilo side of the island to expand to a chapter in that area. Also scheduled is a new chapter meeting in Maui being hosted by NARPM’s sole but very active member, Scott Sherley.

Hopefully, by this printing, we will be announcing our third new chapter, established in only a few months, on Maui. Mahalo, Hawaiian members!

In December the National Board meets in Austin, Texas and the Membership Committee rests on its laurels.

Come January, things fire up again with a revitalization meeting scheduled for Reno, Nevada and hosted by NARPM member Judy Cook with Bob Machado, MPM doing a presentation accompanied by Andrea Caldwell, MPM. The goal with this meeting is to rebuild the membership in the as area, as well as, expand the geographical coverage to all of Northern Nevada. There are tentative plans for the Boulder, Colorado area also.

In addition to the meetings planned around the U.S., the committee has implemented a three-point mailing system to prospects generated from our revitalization and new chapter meetings, as well as, from independent sources. Our goal is to grow NARPM back to the dizzying heights of yesteryear by “Sharing the Vision” and to fuel our future with enthusiastic new members.

If you would like to be part of this very active committee, which truly represents the new millennium of NARPM, please contact Andrea G. Caldwell, MPM, Membership Chair, at 408/978-8100 or agetto@aol.com.

NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS

2001 MIDYEAR CONFERENCE

PROPERTY MANAGEMENT WITH AN ALTITUDE

FEBRUARY 15-16, 2001

HYATT REGENCY HOTEL • DENVER, COLORADO

PROGRAM

The sessions will begin with NARPM's first "Mock Trial" in which an "eviction situation" is presented to a real judge, attorney, property manager and the "tenant." Talk to the judge first hand on his decisions and points of law. We follow on Friday with round table workshops on varied subjects where everyone can share ideas. Enjoy Thursday evening with fellow members while being entertained by the NARPM Cabaret Troupe.

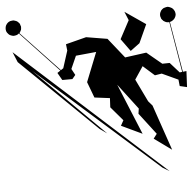
HOTEL INFORMATION

The 2001 NARPM Midyear Conference will be held at the Hyatt Regency in downtown Denver, Colorado. Conference attendees will enjoy a special NARPM rate of \$125 single/double, plus tax, by calling the Hyatt Regency at 303/295-1234 by the group **cut-off date of January 12, 2001** and mentioning the NARPM conference. Regency Club is offered at an additional \$35 per room.

DENVER IN FEBRUARY

Downtown Denver hosts the 16th street mall district with an unique mixture of mile-high skyscrapers, premier shopping, fine dining, and great night life. Strolling the mall with its night-lights, catching the free shuttle or riding in horse drawn carriages to Lower Downtown is an experience of a lifetime.

See for yourself all there is to do in Denver: www.yahoo.com, search Denver Colorado, choose Denver travel guide; for ski information: www.skicolorado.org; Denver weather: www.9news.com.



A NARPM ski trip is planned for the days immediately following this conference. Watch for details – you may want to remain in the area to enjoy this winter sport.

For additional information call NARPM Headquarters at 800/782-3452 or visit the NARPM Web site at www.NARPM.org.

SCHEDULE

(Times and session titles subject to change.)

Tuesday, February 13, 2001

8:30 am - 4:00 pm MPM Risk Management (day 1)

Wednesday, February 14, 2001

8:30 am - 4:00 pm MPM Risk Management (day 2)

8:30 am - 4:00 pm PPM Technology

Thursday, February 15, 2001

8:00 am - Noon NARPM Committee Meetings
12:30 - 2:15 pm Luncheon & Conference Official Opening

2:15 - 3:00 pm Vendor Time
3:00 - 4:00 pm Mock Trial Session 1
4:15 - 5:15 pm Mock Trial Session 2
6:30 - 8:00 pm NARPM Cabaret/Social

Friday, February 16, 2001

8:00 - 9:00 am Breakfast with vendors
9:00 am - 12:15 pm Ethics (3 hrs with break)
9:00 - 10:30 am Roundtables
A1: Technology and AOL
A2: Tenant and Employee Safety
Break with vendors
10:30 - 10:45 am Roundtables
10:45 am - 12:15 pm B1: Technology Outlook
B2: Fair Housing
Lunch
2:00 - 2:30 pm Vendor Time Break
2:45 - 3:15 pm Roundtables
C1: Marketing Brochures – Writing Text That Sells
C2: Budgeting For Business
Break
3:15 - 3:30 pm Roundtables
3:45 - 5:25 pm D1: Owner Presentations – The Professional Approach
D2: How to Serve the New Client
5:30 - 7:00 pm Wrap Up

Make your hotel reservations now!
Use the conference registration form enclosed.



Bringing More Traffic to Your Web site

By Mr. Internet

In previous columns, we've discussed understanding the performance of your Web site, measuring the success of your Web site, and the importance of having a custom domain name for your Web site. That's a great foundation! Now let's talk about getting your Web site seen – driving traffic to your Web site.

First, we should understand that bringing traffic to your Web site is not nearly as important as bringing qualified traffic to your Web site. It may be exciting if you show up in the top 10 in a Yahoo! search for rentals, but not if it is for "construction equipment rentals." Bringing somebody to your Web site that wants to rent a backhoe, not a home, is not very productive. Don't fall for the trickery that says if you show up at the top of the search engines, you'll be successful.

Understand that you might show up at the top, but not be a relevant match. You need to show up where the people are looking for residential property management services or rental homes.

We should also understand the direction that the Internet is headed. While search engines are still an important tool in allowing people to find your Web site, search engines are becoming less used. The Internet is becoming organized into a system of portals and vortals, or vertical portals. Vertical portals are sites that provide a portal, or gateway, to Web sites within a vertical industry. The International Real Estate Digest (IRED.com) is a great example of a vortal for the real estate industry. From IRED.com, you can find all sorts of real estate products and services, from real estate clipart, to builders, to real estate agents and property managers. The closest thing to a vortal dedicated to the property management industry is The Property Source (www.ThePropertySource.com).

With people turning to portals and vortals for their Web site searches, search engines are focused on increasing their usefulness. There are a number of new methods of displaying search results. The two most significant are relevancy and links in. Relevancy applies a rating to your Web site to indicate how relevant it is to the search term. For example, if somebody searches on "property management", your site comes up, and the searcher clicks on it, that increases your relevancy rating for the search term "property management". If somebody searches for "furniture rental" and your site comes up, but they don't click on it, that reduces your relevancy for the term "furniture rental". You can see how relevancy ratings provide more accurate search results. The other method, links in, measures the number of Web

sites that link to yours. The more Web sites that link to your site, the higher up you'll appear on the search list. The assumption is that if your site is valuable, more Web sites will link to it.

It is important that you submit your Web site to both portals and search engines. By doing this, you can be sure to attract as many

people as possible. As a side benefit to promoting your Web site to portals, you'll have more links in, thereby increasing your position on the search engines. Most portals and search engines will have a link to add your Web site to their database. This is often called "Add URL" or "Add your Web site". Click on that link, enter the information on the form, and you'll be included in their database.

Some sites, like Yahoo!, have live people reviewing your submission to make sure

that it qualifies and is in the right place. If you don't have the time to go through dozens of Web sites inputting your information, there are some services that will do it for you. Watch out, however, for the fully automated "submission-bots". Many of these completely automated solutions are rejected by the search engines, or given a lower rating. Also, most of these will not promote to portals and vortals. Ask your webmaster where you can find a good service.

After you've submitted your site, or had a service do it for you, sit back and wait. You won't see a marked increase overnight. It takes some time for these search engines and portals to process your submission. Once you're processed and in the list, it takes even longer to increase your relevancy ratings. Although you may see a difference in a few days, expect to wait 4-6 weeks after your submissions for a significant difference.

After all that, the best way to promote your Web site is still the old fashioned way. Include your Web site address on your business cards. Put your Web site beside your phone number in your classified ads. Telling people about your Web site will draw in more qualified traffic than search engines and portals ever could!

Mike Anderson of HomeRentals.net prepares this column. If you have a question you would like answered, e-mail him at Mike@HomeRentals.net.

**"...BRINGING TRAFFIC TO
YOUR WEB SITE IS NOT
NEARLY AS IMPORTANT AS
BRINGING QUALIFIED TRAFFIC
TO YOUR WEB SITE."**

NARPM Invades NAR Convention

by Raymond Scarabosio, MPM



The National Association of Realtors National Convention was held in San Francisco November 10-13th. For the first time in 5 years, NARPM hosted a vendor booth at the show. Under the leadership of Karen Hull, MPM her faithful staff of NARPM volunteers manned the booth through the 4 day show. The show also marked the debut of the new

and improved NARPM trade display, which was very well received. Many current NARPM members stopped by the booth to say hello and state how happy they were to see other NARPM members; they were also happy to “steal” a piece of NARPM candy, another big show stopper! National President Melissa Prandi, MPM was working the show so hard that even during a bathroom break she found a potential new member!

Additionally, we had many people stop by the booth to take information on our organization, mentioning that they were property managers too, and did not know that there was such a group available to help them. Many share the frustration of not having any support in their local community when it comes to property management issues. We gathered hundreds of leads of potential

new members that we will now seek out to join our group, and help them in improving their business and professionalism. Our group did sign up 3 new members at the show, a real coup!

Our “crack” affiliate team led by affiliate chair Marc Banner, PPM and affiliate “guru” “Fast” Eddie Davis, MPM made many inroads with potential new affiliates and trade show vendors. The team is looking to add diversity to our NARPM vendor trade show, and the contacts they made are headed in that direction. One thing that was learned at the NAR Convention was the sheer enormity of their trade show. The show was held in 2 different halls, and there were over 700 vendors! The main theme of the show was Technology, Technology, Technology, your brain was on sensory overload after walking the aisles!

Many thanks goes to all the volunteers that manned the booth:

Marc Banner, PPM	Keith Becker
Eddie Davis, MPM	Fe Forner, PPM
Debbi Hart, PPM	Chris Hermanski, MPM
Karen Hull, MPM	Paul Jacobson
Sherry Luttrell, PPM	Mike McCallum, MPM
Mike Mengden, MPM	Melissa Prandi, MPM
Ray Scarabosio, MPM	John Taylor, PPM

Raymond Scarabosio, MPM is owner of Jackson Group in San Francisco, they manage approximately 375 “doors.” Raymond is past national president of NARPM.

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Atlanta Chapter's Fiesta

By Tom Stokes, PPM



Atlanta Chapter President Tom Stokes (left) of EpiCity Home Leasing and Management and Mike Nelson of Excalibur Group (right) thank presenter John Adams following his presentation to the group at the chapter's annual Fall Fiesta.

Atlanta, the reigning Chapter of the Year, formally celebrated their success during the annual Fall Fiesta at Chevy's Fresh Mex restaurant in Roswell, Georgia at the event organized by chapter leaders Marty Nelson, Barbara Wood, and Scott Baughman. The function featured noted Atlanta Radio personality, attorney and real estate investor John Adams accompanied by his wife

Marjorie. John reviewed his "top ten mistakes made by landlords" where he recounted that as a young man still in college, John and his brother purchased a 40 unit property on the south-side of Atlanta. Even though his labor was cheap, his then friend and now wife Marjorie did the painting, the property never performed during all the years they owned it. Nevertheless, John credits that property with teaching him nearly everything he knows about investment real estate today. He praised NARPM's Atlanta group for transforming the management of residential real estate into a truly professional endeavor. President Tom Stokes applauded the chapter's many affiliate members and especially thanked the evening's sponsor, financial planner and Affiliate Member Mark Limmer of the Limmer Financial Group. Vice President Bob Locke reminded the attendees of the chapter's plans for the ensuing year. The capstone event will be the first statewide conference scheduled for April 19, 2001. The day will feature education, seminars, an affiliate trade show, and brief presentations from Charles Clark, the state's real estate commissioner, and Melissa Prandi, NARPM's national president. For more information on John Adams visit www.Money99.com, for more information about the Atlanta Chapter visit www.NarpmGA.org.

Better than a Fig Leaf

By Rose G. Thomas, MPM

Whether your employee count is 1 or 101, having a clear, thorough, legally appropriate, and up-to-date handbook of personnel policies and procedures is absolutely essential. A good personnel policies handbook is the fundamental document that helps to prevent employee-employer disputes, to resolve disputes before they escalate to litigation, and at the very least, to settle disputes if they do end up before a court. Until recently, preparing an adequate policies and procedures handbook, especially one custom tailored to serve your business, was an expensive and time consuming process. As a consequence, many small businesses use out of date, ill suited handbooks, or even worse, have none at all. Either way these companies have left themselves naked in the face of employee disputes or litigation. But as we are about to show you, the expense, which was once a valid reason for accepting this type of exposure, has simply become easily affordable.

It is no longer necessary for any employer to go au naturel in this regard. Inexpensive software, like Policies Now! from KnowledgePoint, is the business person's equivalent of the fashion maven's discount outlet for designer clothes. Now, especially if you are a NARPM member, you can dress for success for less. As little as \$70 will buy this user-friendly software allowing you to produce a custom handbook based on your answers to key questions. Some features of Policies Now! as detailed on KnowledgePoint's web site are as follows: provides a list of up-to-date policy topics with advice from employee law and human resources experts; gives hot links to Web sites where you can view the wording of pertinent legislation; allows choice of handbook formats with integrated creation of table of contents



and index; creates a handbook that can be printed on paper, published on your local area network or exported in HTML format for publishing on the company intranet; provides a portfolio of vital human resource forms and memos; keeps a record of revisions; and offers an

optional update service to help ensure your policies stay current.

The day has come when we can all afford to dress in the best. Policies Now! as mentioned before is available to NARPM members for only \$70 through KnowledgePoint; the regular price is \$119 — a considerable difference. Members

who own an earlier version may purchase the update for \$59, but must have the serial number or have registered with KnowledgePoint. Amazon.com has Policies Now! priced at \$85.99 and is an excellent source of information on this and other software you may find helpful or essential. KnowledgePoint has a Web site www.knowledgepoint.com where you can learn about the company and read about their many products; you can also take a guided tour of a product's features, find technical specifications, and even download trial versions. Monday through Friday 8-5 PST (they're in California) you can chat with a customer service representative on line. To purchase Policies Now! (which comes with a 60-day satisfaction guarantee) at the NARPM member price of \$70, contact KnowledgePoint's Lorrie Twohill at 1-800/727-1133 ext.1343. We think you'll find this software far more reassuring than that fig leaf you've been wearing — and bit more stylish besides.

Rose G. Thomas, MPM, is serving as editorial chair of the Residential Resource, as well as on NARPM's board of directors, and as current president of the Maryland Suburban chapter of NARPM. Rose is owner and founder of Property Management People, Inc. in Frederick, Maryland.

Affiliate Members Listing By Services

Advertising:

Homes & Condos For Rent™
HomeRentals.net
Rent Connection
Rental Advisor, Inc.
Rentalhouses.com
Rentals.com
Rental Wizard, Inc.
Value Rent.com, LLC

Appliance Sales:

Sears Contract Sales

Blinds & Drapery Sales:

Dick's Discount Blinds

Business Products:

Peachtree Business Products

Claim Services:

Home Claim Services

Communications:

AMI — The Resort
Telecommunications Specialists

Home Warranties:

Fidelity National Home Warranty

Insurance:

Geo. F. Brown & Sons, Inc

Legal Services:

Law Offices of DeMartini & Walker

Marketing:

Home Management Network
VIVA.com
ZAM Development

Software:

Comtronics Systems, Inc.
Convenience Living LLC
Old Forest Software, Inc.
CMS Inc. (PROMAS)
Property Automation Software Corp.
Yardi Systems, Inc.

Tenant Screening:

Accusearch
Backgrounds USA
National Credit Reporting

For more affiliate information, please visit the NARPM Web site

www.narpm.org

Who Is Eligible to Take a PPM/MPM Class?

By Sylvia Hill, MPM, Education Chair

That's easy – the answer is everyone! We do not limit our classes to NARPM member's or to those who have applied for their PPM or MPM designation. You do not have to take the classes in any particular order. For instance, if you are very concerned about the owner's and your own liability, you may want to take the MPM Risk Management class. If you have – or want to develop – a maintenance company to support your property management clients, the MPM Operating A Maintenance Company class would be very beneficial.

Is your company considering going for the CRMC (Certified Residential Management Company) Designation? I found that the PPM Operations class was very beneficial in updating our procedure manual after I took the class. In fact, the outline could even be used as an index for your own procedure manual should you not have one. The classes are very practical; providing information and documentation that you can start using immediately.

Our locally sponsored classes have had NARPM vendors attend to increase their understanding about what the property manager needs in the area of maintenance. Also, the Marketing and Operations PPM classes have concepts that apply to any type of property manager – not just residential.

Does your staff need an update on the latest technology? We even have a class for that! And what a great way of recognizing your staff for all that hard work and long hours by sending them to a class that will improve their skills.

Even though I haven't mentioned all the PPM/MPM classes, each one has its own benefits and has been developed to fill a need in our profession. Besides, think of all those wonderful people you get to meet and have lunch with! Some of the people I met in my early PPM classes have become some of my closest property management friends throughout the country. We have shared our problems and successes and refer clients to each other whenever possible.

NARPM was born out of a need for more education, validation, networking, and recognition for those individuals who were fee managers of single family homes in the late 1980s. NARPM has continued to make education a primary emphasis in our organization. Look for classes close to you or get involved with your local chapter to sponsor a class. Remember, anyone can attend!

Sylvia Hill, MPM, CRMC, is serving as a national director (1999-present) and is the Education Chair. She previously served in several positions at the local chapter level and on the Certification Committee at the national level. She also teaches workshops.

Get Connected

continued from page 1

- Click on the red question mark button to obtain your private login.
- Click the button beside "First time login"
- Input your NARPM member ID, a chosen username, and a chosen password. You'll have to enter the password twice to make sure that they match each other. The username and password can be anything that you choose.

If you do not know your NARPM member ID, there is a small line below the ID box where you can click to obtain your ID. Simply click that link and look yourself up in the member directory. Once you find yourself, you'll see a button labeled "Send my ID to me." Click this button, and an email will be sent to you with your member ID.

As long as you have not chosen a username that somebody else already has, you will receive confirmation of your selection. You will then be able to login to the members only area. Make sure that you write down the username and password that you selected for future log on.

Please continue to give us your suggestions and comments. The Web site is a continuing work in progress. What you are seeing currently is only the first phase of a 3 phase plan to create the best member resource web site in the residential property management world.

Happy surfing!



Ambassador Program

NARPM's goal this year is to reach 2000 members in the year 2000! You can help achieve this goal and reward yourself at the same time. Recruit five new members this year, and you will receive an awards certificate, which you can use toward paying your dues or for events for the coming year. To do this, do the following:

- ★ Call NARPM Headquarters at 800/782-3452, and request membership application forms. Headquarters, upon request, will mail the application directly to the prospective member but will not fill in the "referred by" line.
- ★ The 12-month membership period for the five new members starts the day your first new membership application is approved by headquarters.
- ★ When Headquarters receives the fifth new membership, an Awards Certificate will be issued and dated. A Recognition Certificate will also be issued, and you, as the "Ambassador," will be recognized in the *Residential Resource*.
- ★ The Awards Certificate can be used to pay NARPM annual dues, or like amount can be applied toward National Midyear Conference or National Convention.
- ★ It must be used in full at the time of use and attached to your dues or registration for Midyear or Convention. The value of the Awards Certificate is equal to what the national dues were at the time the Awards Certificate was issued. It also must be used within 12 months of the issue date.
- ★ A member can only earn one Award Certificate per 12-month period. However, a member can earn unlimited Recognition Certificates.

The program started November 1, 1999.

2001 PPM/MPM Certification Classes

Date	Location	Class	Instructor
Jan.	Northern, VA	PPM Marketing	TBD
	Northern, VA	PPM Operations	TBD
Feb. 13-14	Denver, CO (Midyear)	MPM Risk Management	TBD
	Denver, CO (Midyear)	PPM Technology	TBD
Mar.	Richmond, VA	PPM Tenancy	TBD
Mar. 23	WA State Conf.	PPM Marketing	TBD
	WA State Conf.	PPM Operations	TBD
Apr. 25	San Diego, CA State Conf.	PPM Tenancy	TBD
	San Diego, CA State Conf.	MPM PP&O	TBD
May 14-16	Orlando, FARPM Conf.	PPM Technology	TBD
May 14-16	Orlando, FARPM Conf.	PPM Maintenance	TBD
May 14-16	Orlando, FARPM Conf.	MPM Risk Management	TBD
May 14-16	Orlando, FARPM Conf.	PPM Marketing	TBD

To register for classes, complete the registration form and mail or fax with payment to NARPM Headquarters. For more information call Headquarters at 800/782-3452.

Interested In Sponsoring Certification Classes?

Opportunities are available to chapters that would like to further member education, promote certification, and increase their chapter funds by sponsoring a Certification class. However, it takes time to plan a class — so give your chapter five to six months lead time if you wish to sponsor one of these events.

Please find out more by calling Sylvia Hill at 408/997-7100 or e-mailing her at sylvianarpm@aol.com. Sylvia can provide you with the details you need to make a Certification class a successful venture.

PPM/MPM Class Registration

FEES

	Preregistration	On-site
PPM Classes		
Member	\$195	\$225
Nonmember	\$250	\$280
MPM Classes		
Member	\$395	\$450
Nonmember	\$450	\$505

CLASS INFORMATION

- On-site registration begins at 8:00 am. Class hours are 8:30 am to 4:00 pm.
- PPM classes qualify for 6 hours of NARPM certification.
- MPM classes qualify for 12 hours of NARPM certification.
- All materials will be given to students on the day of the class.
- All attendees are required to make their individual hotel reservations.

CANCELLATION POLICY

Cancellations must be received in writing. If cancellation notice is received at least 30 days prior to the class, a full refund will be issued less a \$25 processing fee. If cancellation notice is received less than 30 days before the class, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

Due to low registration, a class may be cancelled with 15 days prior notice. Registration fee would be credited to a future class.

(Please print or type)

Name _____

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

List Classes

Name of class	Class Date	Cost
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
		Total \$ _____

Method of Payment

☐ I have enclosed a check for \$ _____ Ck/M.O. # _____ Date _____

☐ Please charge my credit card in the amount of \$ _____ as follows:

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Card Number _____ Exp. Date _____

Name of Cardholder _____

Billing Address _____

Signature _____

I authorize Association Headquarters to charge my credit card. I understand that my billing statement will read "Association Headquarters."

Two Easy Ways to Register

1. MAIL your form with payment to NARPM, P. O. Box 140647, Austin, TX 78714-0647.

2. FAX your form with credit card payment to 512/454-3036. Please do not mail the original.



P.O. Box 140647
Austin, TX 78714-0647

THE BEGINNING OF NARPM CONVENTION 2001

By Rocky Maxwell, CPM, MPM, PPM

The New Orleans NARPM Convention is recently finished and work is already underway for your next 2001 Convention. The Convention site committee consisting of President, Melissa Prandi, Convention Chair, Chris Hermanski, Executive Director, Roy Bohrer and worker bee's Robert Winger and Rocky Maxwell. We all met October 29-31 in Kansas City; your next convention destination.

The group stayed at the site of the convention for 2001, Hyatt Regency, Kansas City. I would like to describe just what makes a good convention happen. Since there are many issues to deal with for the planning of any NARPM conventions The site and city inspection involved the following areas of decisions:

1. Hotel evaluation that includes guest rooms, workshop areas, ballroom areas, and hotel facility for our members.
2. Travel considerations — Kansas City is in the exact center of the US, so airfares are reasonable for all our members
3. Shopping, restaurants and entertainment sites for the convention.
4. Off-site selection of the annual fun night dinner and Board dinner.

There are many issues to deal with for the planning of any NARPM conventions

During our time in Kansas City we met with the City Convention Bureau. Our hosts, Peggy Barkley and Joy Elliott drove us all over the Kansas City area to experience the sights, activities and taste of Kansas City. In the evening we inspected

local restaurants, Jazz clubs and City nightlife that our members would enjoy. We selected the Board of Directors site as well as the off-site dinner location (more on this in future articles).

A convention theme has been selected which I will tell you about in my future article in the Resource Newsletter. My intent is to inform you about Kansas City and the wonderful benefits of it's location in coming articles.

Our NARPM conventions are successful because of our members who give of their time, money, energy and creative inspiration. This next convention 2001 will be no different and based on our past experience will be better than the last convention. The convention committee under the effective leadership of Chris Hermanski wants to invite all our membership to come to the 2001 convention in Kansas City. If you have never been to a NARPM convention you are missing something special, I guarantee you will learn more, meet more fellow Property Managers, have more fun and excitement and eat more than any other professional event you have ever been to.

Please put September 20-22, 2001 in your calendar for the NARPM Convention and be part of the "GOING TO KANSAS CITY" event!

Rocky Maxwell, CPM, MPM, GRI, CRMC, has served on the Board of Directors of NARPM from 1989 – 1994 as a founding charter member and he served as treasurer, president-elect, and was the national president of NARPM for the 1992-1993 term. He served as the convention chair 1992-1997. He also teaches designation courses and workshops.